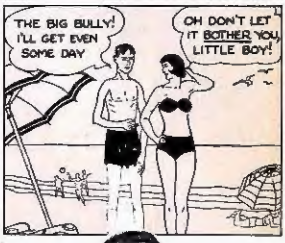
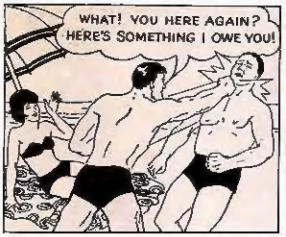
ARCHIE SERIES
16126
15¢
MAC
APPROVED BY THE COMICS CODE AUTHORITY
FEB.
NO.201
Jughead
HI, JUGGIE! DID YOU MISS ME?
I'M TRYING TO!
TM & © 2008 ARCHIE

THE INSULT THAT MADE A MAN OUT OF "MAC"





Let Me PROVE I Can Make YOU A NEW MAN!

ARE you "fed up" with seeing the husky, walk off with the best of everything? Sick and tired of being soft, frail, skinny or flabby — only HALF ALIVE? I know just how you feel. Because I myself was once a puny 97-pound "runt." And I was so ashamed of my scrawny frame that I dreaded being seen in a swim suit.

The Secret of How I Got My Build

Then I discovered a wonderful way to develop my body fast. It worked wonders for me — changed me from the scrawny "runt" I was at 17, into "The World's Most Perfectly Developed Man." And I can build up YOUR body the very same natural way — without weights, springs or pulleys. Only 15 minutes a day of pleasant practice — in the privacy of your room.

My "Dynamic-Tension" method has already helped thousands of other fellows become real he-men in double-quick time. Let it help YOU. Not next month or next year — but Right NOW!

"Dynamic-Tension" Builds Muscles FAST!

If you're like I was, you want a powerful, muscular, well-proportioned build you can be proud of any time, anywhere. You want the "Hercules-find" type of physique that women rave about at the beach — the kind that makes other fellows green with envy.

Mail Coupon Now for My 32-Page Illustrated Book

Making the coupon can be the turning point in your life. I'll send you a copy of my 32-page illustrated book, "How Dynamic-Tension Makes You a NEW MAN." Tell how and why my method works; shows many pictures proving what it has done for others. Don't delay. Mail coupon NOW. CHARLES ATLAS, Dept. 152 115 E. 23rd St., New York, N.Y. 10010.

CHARLES ATLAS, Dept. 152
115 East 23rd St., New York, N. Y. 10010

Dear Charles Atlas: Show me the kind of Body I Want.

(Check as many as you like)

- ☐ Broader Chest and Shoulders
- ☐ Trimmer Stomach Muscles
- ☐ Tireless Legs
- ☐ Slimmer Waist and Legs
- ☐ More Energy and Stamina
- ☐ More Magnetic Personality
- ☐ More Weight—Solid—in the Right Places

I enclose 10c. (Please only send a copy of your famous book showing how "Dynamic-Tension" can make me a new man. 32 Pages, illustrated with photographs, no more personal health questions, and full details about your FREE book. Do not delay my in any way.)

Print Name .....Age.....

Address .....

City & State .....No.....

In England, Charles Atlas, 21 Poland St., London, W.1

Jughead COLD TONGUE

JUGHEAD, No. 201, Feb., 1972. Published Monthly by ARCHIE COMIC PUBLICATIONS, INC., [illegible] Chicago office: 221 North LaSalle Street, Chicago, Ill. 60601. Second Class Postage paid at New York, N.Y. [illegible] registered U.S. Patent Office. Yearly subscription $1.80 in the U.S.A. Single copies [illegible]
[illegible] Printed in the U.S.A. This periodical may not be sold except by authorized dealers and is sold subject to the [illegible] or distributed with any part of its cover or markings removed, nor in a mutilated condition [illegible]

HMM! LOOK AT THAT BIG DRIP! IT MUST HAVE OOZED OUT WHEN THEY SEALED THE CONTAINER!
CHOC

I HATE TO SEE A SLOPPY ICE CREAM CONTAINER!
I'D BETTER LICK IT OFF!
WHY DON'T YOU DO THAT?
ALL RIGHT! I WILL!

BRING 'EM OVER HERE, JUG, AND..

JUG?
GLP-AH-GRK!

GOOD GRIEF! YOU COULDN'T WAIT? NOW YOUR DUMB TONGUE IS FROZEN TO THE DUMB CAN!
I..OOH-AT-OPS!
ATE

DON'T YOU KNOW WHAT HAPPENS WHEN YOU TOUCH YOUR WARM TONGUE TO FREEZING METAL?
I-OOH-OW!
CHO

"YOU DO NOW?" HMPH! YEAH! I SUPPOSE YOU DO!

LET ME GET A LITTLE WARM WATER! MAYBE WE CAN SPEED UP THE THAWING PROCESS!
DON'T ULL!
CHO

"DON'T PULL?" NO! I HAVE NO INTENTION OF PULLING!

READY? HERE GOES!

YOWLL!

AGH!
YOU BURNED MY TONGUE!
EEEE! OOOO!
GAK!
AAAH!
WHO ARE YOU KIDDING? IT WASN'T THAT HOT! IT WAS BARELY WARM!
WHEN YOU'RE DEALING WITH SOMETHING FROZEN, EVEN A LITTLE WARM FEELS HOT!

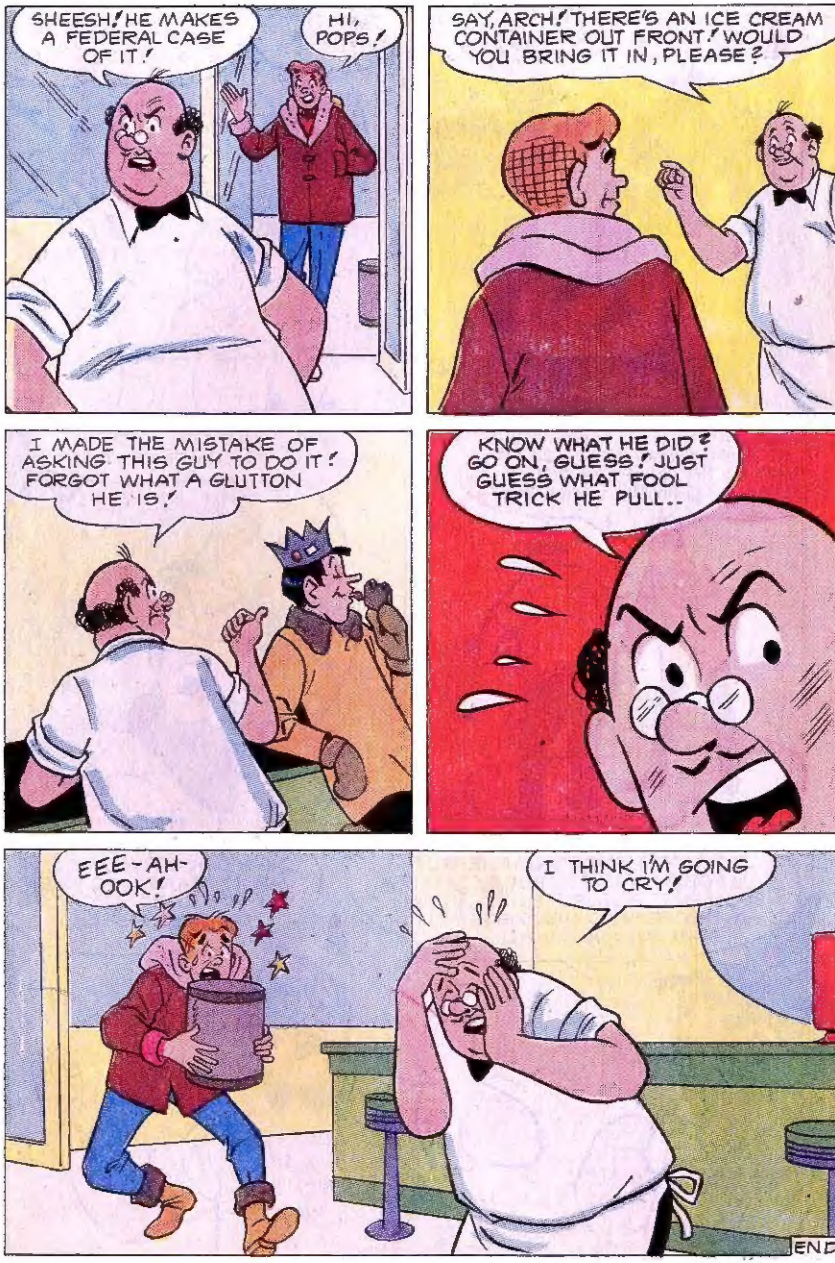
YOU OWE ME TWENTY CENTS FOR THAT ICE CREAM POP!

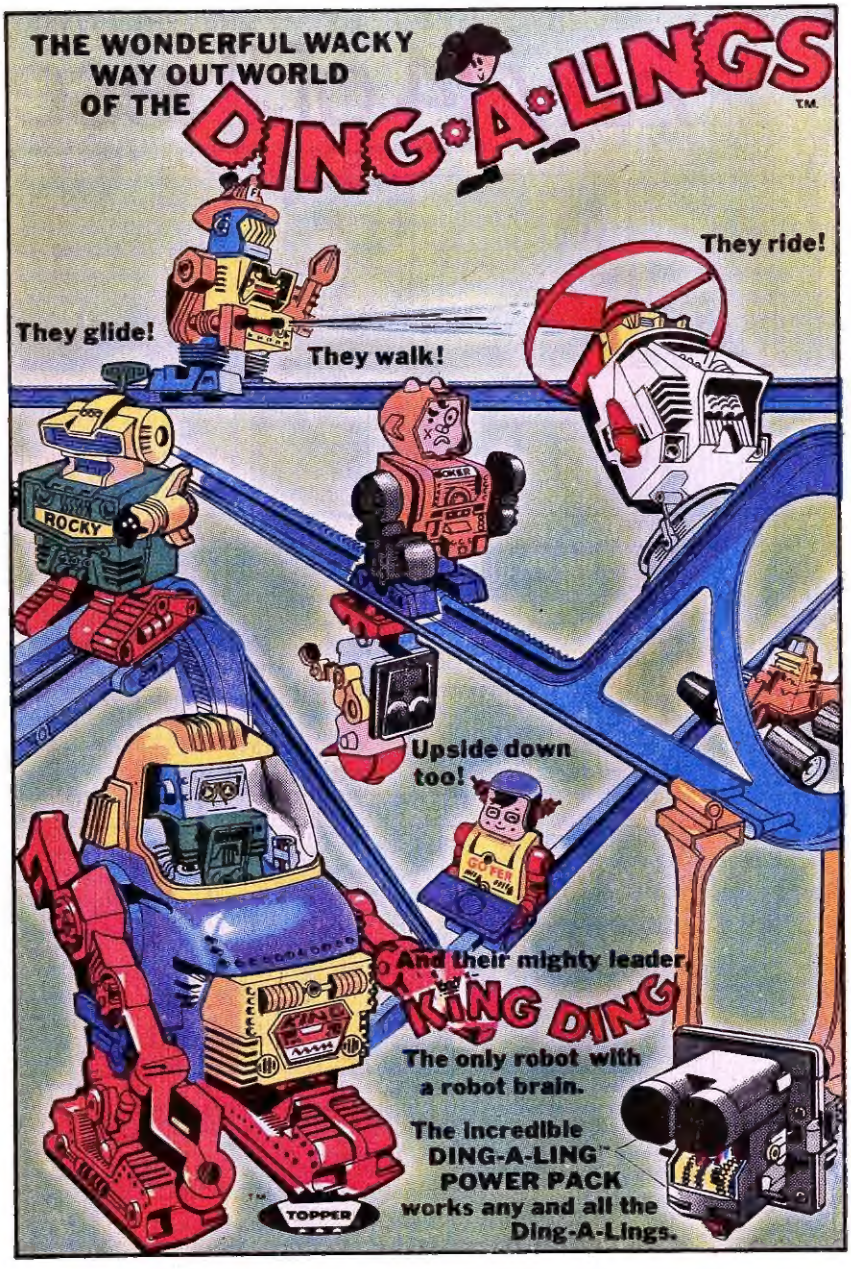
SURELY YOU JEST?
I DON'T MAKE JOKES ABOUT BEING PAID FOR WHAT I SELL!

THE ACCIDENT HAPPENED WHILE I WAS WORKING FOR YOU! IT WAS IN THE LINE OF DUTY! I WAS A COMMON LABORER!

WHY I COULD DEMAND WORKMAN'S COMPENSATION!

I MIGHT HAVE PERMANENTLY DAMAGED MY TASTE BUDS! I HAD A BRILLIANT FUTURE LINED UP AS A PROFESSIONAL TASTER! WHO KNOWS WHAT....
OKAY! OKAY! YOU'VE GOT ME IN TEARS! SO KEEP THE ICE CREAM POP! IT'S ON THE HOUSE!


SHEESH! HE MAKES A FEDERAL CASE OF IT!
HI, POPS!
SAY, ARCH! THERE'S AN ICE CREAM CONTAINER OUT FRONT! WOULD YOU BRING IT IN, PLEASE?
I MADE THE MISTAKE OF ASKING THIS GUY TO DO IT! FORGOT WHAT A GLUTTON HE IS!
KNOW WHAT HE DID? GO ON, GUESS! JUST GUESS WHAT FOOL TRICK HE PULL..
EEE-AH-OOK!
I THINK I'M GOING TO CRY!
END

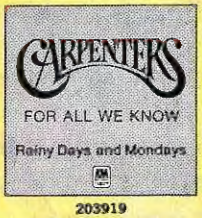

THE WONDERFUL WACKY
WAY OUT WORLD
OF THE
DING-A-LINGS
TM
They glide!
They walk!
They ride!
ROCKY
Upside down
too!
And their mighty leader,
KING DING
The only robot with
a robot brain.
The incredible
DING-A-LING
POWER PACK
works any and all the
Ding-A-Lings.
TOPPER

NOW—YOURS FROM COLUMBIA—

Any 14 of these

if you join now and agree to buy ten more records (at regular Club prices)

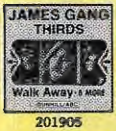
208025
3 records count as 2



203919

199232

207522



201905

205799

207373

196444

205534

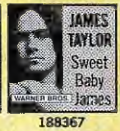
207092

202135

200014

206573

203554



188367

199133

198911

204438

203372

191742

200295

207076

186809

203232

206342

155770

207480

201772

201780

203646

196709

206979

205377

203398

202960

181909

203430

197939

202713

188050

207496

207944

196725

AT TRULY GREAT SAVINGS...

hit records $2.86

during the coming two years (you will have up to 300 records a month to choose from)

207100

208363

207993

207977

198986

204321

196246

203539

195727

206144

202523

205526

204230

191825

206409

191205

202473

[illegible]

[illegible] Club's bonus plan, which entitles [illegible] one record of your choice free [illegible] for processing and postage for every one you buy thereafter! So you continue to save about 50% of your record dollars.

[illegible] together with your check or money order for only $2.86 as payment for your first 14 records. Also be sure to indicate the type of music in which you are mainly interested. Act now!

Columbia House

COLUMBIA RECORD CLUB, Terre Haute, Indiana 47808

I've enclosed check or money order for $2.86 as payment for the 14 records indicated below. Please accept me as a member. I agree to buy ten records (at regular Club prices) during the coming two years, and may cancel membership at any time thereafter. If I continue, I'll be eligible for your bonus plan.

Send these 14 records—I've enclosed check or money order for $2.86

All records will be described in advance in the Magazine, sent every four weeks. If I do not want any record, I'll return the selection card by the date specified . . . or use the card to order any record I want. If I want only the regular selection for my musical interest, I need do nothing—it will be sent automatically. From time to time, I'll be offered special albums which I may accept or reject by using the dated form provided.

[illegible] check one only

☐ Mr. ☐ Miss ☐ Mrs. (Please print) First Name Initial Last Name

Address

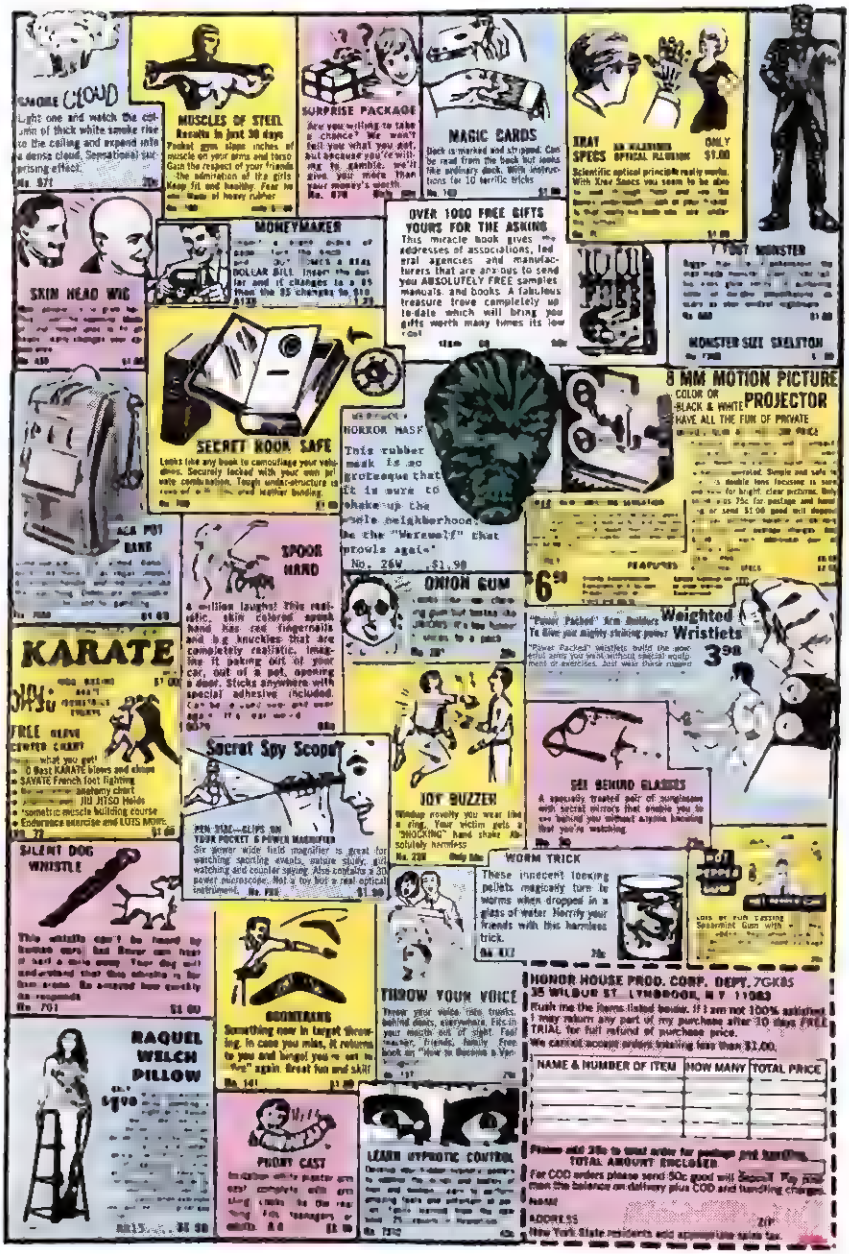
City

State Zip

Do you have a telephone? (check one) ☐ YES ☐ NO

APO, FPO addresses write for special offer

(BS-2) 508


SMOKE CLOUD
Light one and watch the column of thick white smoke rise to the ceiling and expand into a dense cloud. Sensational surprising effect.
MUSCLES OF STEEL
Results in just 30 days
Pocket gym slaps inches of muscle on your arms and torso. Gain the respect of your friends. The admiration of the girls. Keep fit and healthy. Fear no man. Made of heavy rubber
SURPRISE PACKAGE
Are you willing to take a chance? We won't tell you what you get, but because you'd will me to gamble, we'll give you more than your money's worth
No. 878
MAGIC CARDS
Deck is marked and shipped. Can be read from the back but looks like ordinary deck. With instructions for 10 terrific tricks
No. 143
X RAY SPECS
AS SEEN IN MAGAZINES
OPTICAL ILLUSION
ONLY $1.00
Scientific optical principle really works. With X-ray Specs you seem to be able
SKIN HEAD WIG
MONEYMAKER
DOLLAR BILL Insert the dollar and it changes to a $5 then the $5 changes to $10
OVER 1000 FREE GIFTS YOURS FOR THE ASKING
This miracle book gives the addresses of associations, federal agencies and manufacturers that are anxious to send you ABSOLUTELY FREE samples, manuals and books. A fabulous treasure trove completely up to-date which will bring you gifts worth many times its low cost
7 FOOT MONSTER
MONSTER SIZE SKELETON
SECRET BOOK SAFE
Looks like any book to camouflage your valuables. Securely locked with your own private combination. Tough unit-structure is
HORROR MASK
This rubber mask is so grotesque that it is sure to shake up the whole neighborhood. Be the "Werewolf" that prowls again!
No. 26W ..$1.98
8 MM MOTION PICTURE PROJECTOR
COLOR OR BLACK & WHITE
HAVE ALL THE FUN OF PRIVATE
ACE POT BANK
SPOOR HARD
A million laughs! This realistic, skin colored spooky hand has red fingernails and big knuckles that are completely realistic. Imagine it poking out of your car, out of a pot, opening a door. Sticks anywhere with special adhesive included.
ONION GUM
6.99
"Power Packed" Arm Builders To Give your mighty striking power
Weighted Wristlets
3.98
KARATE
FREE GIANT CHART
SILENT DOG WHISTLE
This whistle can't be heard by human ears but Rover can hear it and a mile away. Your dog will understand that this whistle is for him alone. He answers how quickly he responds
No. 701
$1.00
Secret Spy Scope
PEN SIZE—CLIPS ON YOUR POCKET 6 POWER MAGNIFIER
Six power wide field magnifier is great for watching sporting events, nature study, girl watching and counter spying. Also contains a 30 power microscope. Not a toy but a real optical instrument. No. F88
$1.98
JOY BUZZER
Windup novelty you wear like a ring. Your victim gets a "SHOCKING" hand shake. Absolutely harmless
No. 228
Only 50c
SEE BEHIND GLASSES
A specially treated pair of sunglasses with secret mirrors that enable you to see behind you without anyone knowing that you're watching
WORM TRICK
These innocent looking pellets magically turn to worms when dropped in a glass of water. Horrify your friends with this harmless trick.
No. 617
BOOMERANG
Something new in target throwing. In case you miss, it returns to you and hangs! you're out to "fire" again. Great fun and skill
No. 141
$1.00
THROW YOUR VOICE
Throw your voice into trunks, behind doors, everywhere. Fill in your mouth out of sight. Fool teacher, friends, family. Free book on "How to Become a Ventriloquist"
RAQUEL WELCH PILLOW
$9.00
PHONY CAST
LEARN HYPNOTIC CONTROL
HONOR HOUSE PROD. CORP. DEPT. 7GK85
35 WILBUR ST. LYNBROOK, N.Y. 11563
Rush me the items listed below. If I am not 100% satisfied I may return any part of my purchase after 30 days FREE TRIAL for full refund of purchase price.
We cannot accept orders totaling less than $3.00.
NAME & NUMBER OF ITEM
HOW MANY
TOTAL PRICE
Please add 25c to total order for postage and handling.
TOTAL AMOUNT ENCLOSED
For COD orders please send 50c good will deposit. Pay postman the balance on delivery plus COD and handling charges.
NAME
ADDRESS
ZIP
New York State residents add appropriate sales tax.

Jughead the TRICKSTER

HEY! HEY! WHO WALKS LIKE THIS?

I DON'T KNOW! WHO WALKS LIKE THAT?

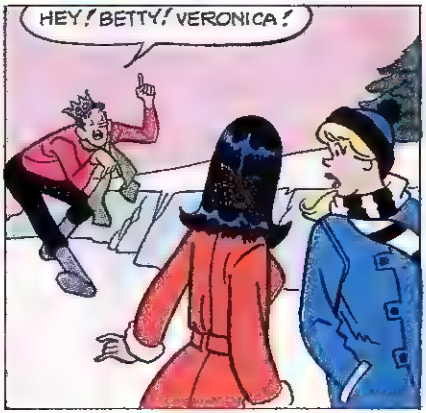
ME!

ARCHIE SERIES

ONLY ARCHIE SERIES COMIC BOOKS CARRY THIS TRADE MARK!

GROAN! THERE OUGHTA BE SOME WAY TO ELIMINATE GUYS LIKE HIM WITH GAGS LIKE THAT!
MMPH WHAT A CLOWN!
HAW! THAT JUG! HE'S FUNNY!

HYUK, HYUK! I GOTTA SEE IF HE PULLS THAT GAG ON ANYONE ELSE!


HEY! BETTY! VERONICA!

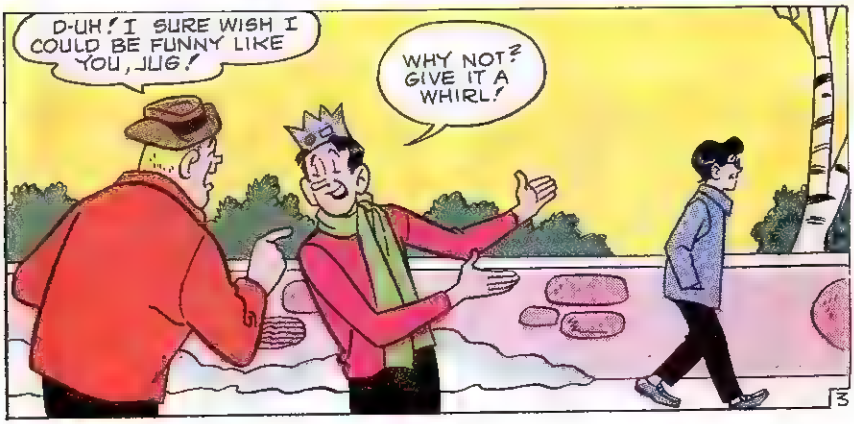
BET YOU DON'T KNOW WHO WALKS LIKE THIS?
OH, THE POOR CREATURE!
WHO?

ME!

OOH, YOU--!
WE OWE YOU ONE FOR THAT, YOU CLOWN!

HAW! FUNNEE-EE!

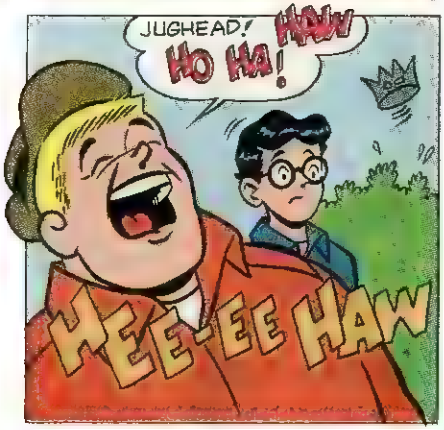
HEY, JUG! YOU'RE A RIOT!
I'M GLAD YOU'VE GOT A SENSE OF HUMOR, MOOSE!


D-UH! I SURE WISH I COULD BE FUNNY LIKE YOU, JUG!
WHY NOT? GIVE IT A WHIRL!

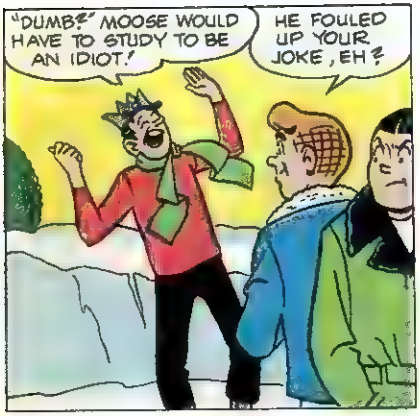
D-UH! HEY, DILTON!
YES, MOOSE?

D-UH! WHO WALKS LIKE THIS?
GOLLY!

THAT'S AWFUL! THE POOR GUY! WHO WALKS THAT WAY?


JUGHEAD!
HO HA!
HAW
HEE-EE HAW

WHO ARE YOU KIDDING? JUGHEAD DOESN'T WALK ANYTHING LIKE THIS!
D-UH! I THINK I GOOFED!
HE BLEW IT! THE BOOB BLEW IT!


"DUMB?" MOOSE WOULD HAVE TO STUDY TO BE AN IDIOT!
HE FOULED UP YOUR JOKE, EH?

MAN! HE MANGLED IT WAY BEYOND RECOGNITION!
SO? WE ALL HAVE OUR OFF DAYS!

OFF DAYS? HAH! MOOSE DOESN'T EVEN KNOW WHAT TIME IT IS!

D-UH! THAT AIN'T TRUE, JUG!

HMM!

IT'S THREE THIRTY!
WOW! THAT'S GROOVY!

THAT'S A GREAT TRICK! DID YOU SEE THAT, GUYS? HE TELLS TIME BY DILTON'S WEIGHT!
MAN! I GOTTA KNOW THAT TRICK! LIKE HOW DO YOU DO THAT?
D-UH! IT'S EASY, JUG!
WHEN I LIFT HIM, LIKE SO...
I CAN SEE THE TOWN CLOCK ON MAIN STREET!
HEY, JUG! WANT TO LEARN SOME MORE TRICKS?
END

GET IN THE GROOVE FOR A GIANT FUN-IN! FILL OUT THE COUPON BELOW AND ORDER THE COMICS OF YOUR CHOICE!

CUT OUT THIS COUPON

ARCHIE QUARTER COMICS, 1776 First Ave., New York, N.Y. 10021

Please send the following ARCHIE GIANT COMICS. I enclose 25c for EACH TITLE checked below

- ☐ ARCHIE ANNUAL # 23
- ☐ REGGIE'S WISE GUY JOKES # 20
- ☐ EVERYTHING'S ARCHIE # 18
- ☐ JUGHEAD'S JOKES # 27
- ☐ ARCHIE'S PALS 'N' GALS # 66
- ☐ LITTLE ARCHIE # 70
- ☐ MADHOUSE ANNUAL # 8
- ☐ ARCHIE'S TV LAUGHOUT # 11
- ☐ ARCHIE'S JOKES # 186
- ☐ THE WORLD OF ARCHIE # 103
- ☐ BETTY & VERONICA SUMMER FUN # 107
- ☐ THE WORLD OF JUGHEAD # 104
- ☐ ARCHIE'S CHRISTMAS STOCKING # 190
- ☐ BETTY & VERONICA CHRISTMAS SPECTACULAR # 191
- ☐ BETTY & VERONICA SPECTACULAR # 104
- ☐ LI'L JINX GIANT LAUGHOUT # 35
- ☐ SABRINA # 5
- ☐ THE MAD HOUSE GLADS # 82
- ☐ THAT WILKIN BOY # 16
- ☐ JOSIE AND THE PUSSYCATS # 60

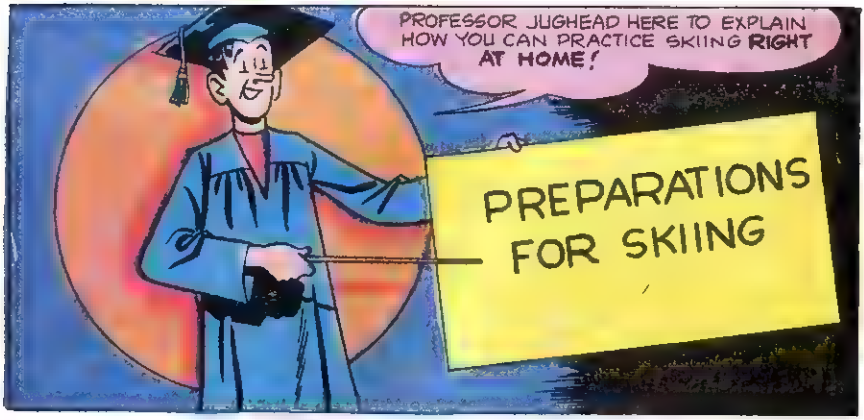
NAME _____ AGE _____

ADDRESS _____

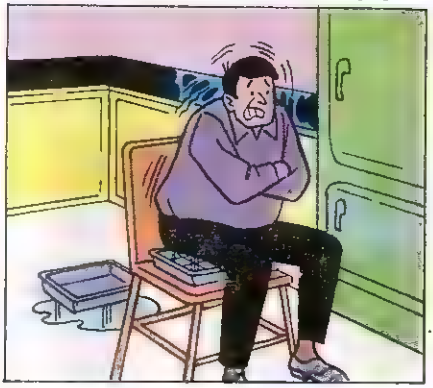
CITY _____ STATE & ZIP _____

DEPT. 3/72

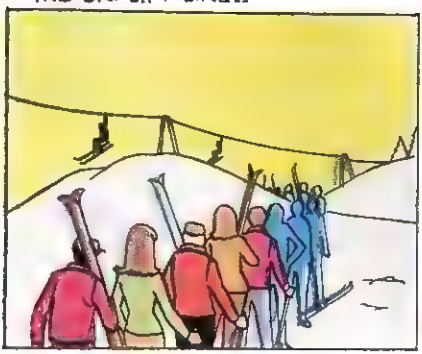
MAIL FOR YOUR CHOICE TODAY!



BY SITTING ON A TRAY OF ICE CUBES.

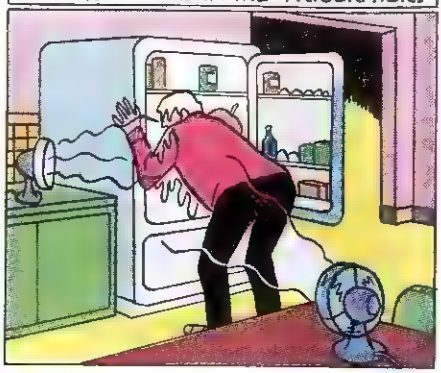


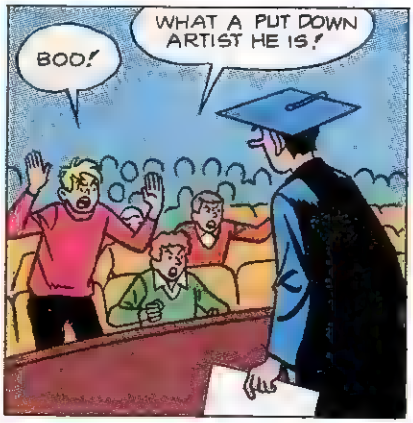
TO LEARN THE PATIENCE YOU'LL NEED FOR LONG WAITS ON THE SKI LIFT LINE..

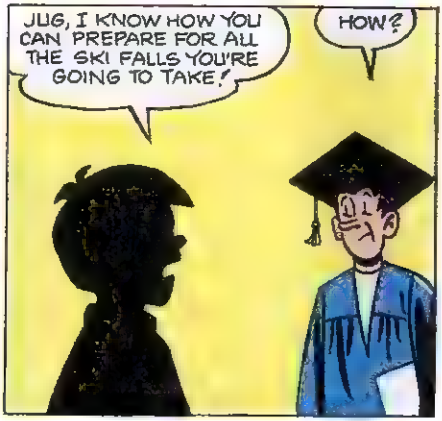


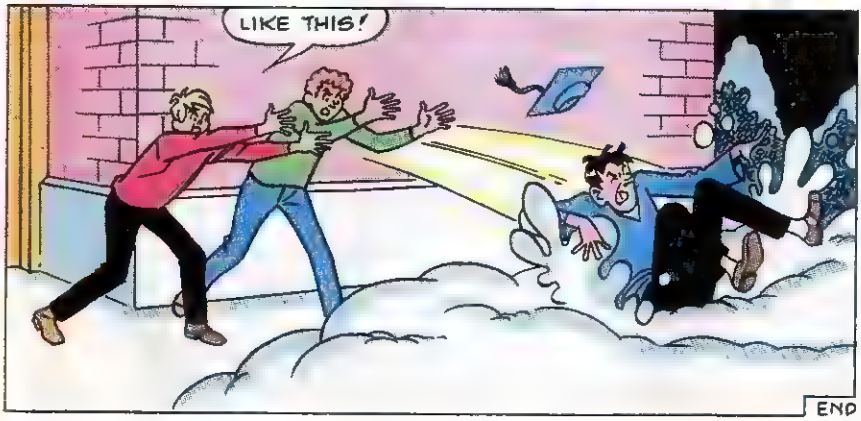
PRACTICE BY STANDING IN LINE AT THE MOVIES.

TO PREPARE FOR THE COLD ICY WINDS YOU'LL FIND ON HILLTOPS...


SURROUND YOURSELF WITH FANS AND STICK YOUR HEAD IN THE 'FRIGERATOR.


BOO!
WHAT A PUT DOWN ARTIST HE IS!


JUG, I KNOW HOW YOU CAN PREPARE FOR ALL THE SKI FALLS YOU'RE GOING TO TAKE!
HOW?


LIKE THIS!

END

Archie Club News

ARCHIE CLUB MEMBERS send in your news reports and be eligible to win cash prizes in the Archie Times Magazines. Please address all letters and postcards to ARCHIE CLUB NEWS 1116 First Ave. N.Y. N.Y. 10021

MEMBERSHIP — TWENTY-FIVE CENTS

Archie Montage Contest WINNERS!

ARCHIE MONTAGE CONTEST
1116 FIRST AVENUE
NEW YORK, N.Y. 10021

TITLE OF STORY	NUMBER OF ISSUE	
1. SKIRTING THE ISSUE!	# 255	JULY
2. SPEED DEMON!	# 244	JULY
3. BLOW HOT-BLOW COOL!	# 194	JULY
4. LOVE MACHINE!	# 187	JULY
5. THE BACKWARD ADVANCE!	# 210	JULY

WELL, HERE IT IS — THE RESULTS OF THE MONTAGE CONTEST! HERE ARE THE CORRECT TITLES AND THE NAMES OF THE LUCKY 20 WHO HAVE WON $5.- EACH!

(...AND THANKS TO THE THOUSANDS WHO ENTERED!)

★WILLIAM D. SABELLA
211 HARMON AVE.
FORT LEE, N.J. 07024
AGE 15

★ALICE E. SWINAMER
RR#2 WINDSOR
HANTS CO., NOVIA SCOTIA
AGE 10 - CANADA

★MARK LYCAH
BOX S
TENINO, WASH.
AGE 14 - 98589

★DAVID SIMONDS
PICKETT ROAD
PLAINFIELD, CONN.
AGE 11 - 06374

★KAYLENE JEONG
2280 MAKANANI DR.
HONOLULU, HAWAII
AGE 14 - 96817

★JOHN RICHAUD
372 LA RIVIERE
WINNIPEG 6, MANITOBA
AGE 12 - CANADA

★JODENE ANICELLO
3403 N.E. 80TH
SEATTLE, WASH.
AGE 13 - 98115

★GREG WATSON
4226 OAKCREST DR.
TOLEDO, OHIO
AGE 11 - 43623

★ALINE KUTSCHER
6062 MT. SIGHTS
MONTREAL, QUEBEC
AGE 12, - CANADA

★CHRIS WILLIAMS
M.O.Q. 170-A
SELMA, ALA.
AGE 12 - 36701

★DOROTHY NEWCOM
1825 ALGER AVE
CODY, WYOMING
AGE 13 - 82414

★FRANK LO MONTE
322 N. DELAWARE AVE.
MASSAPEQUA, N.Y.
AGE 7 - 11758

★JAYNIE KOWSKI
715 TYSON AVE.
GLENSIDE, PA.
AGE 15 - 19038

★SUE NUSPL
3440 WATSON RD.
ST. LOUIS, MO.
AGE 13 - 63139

★BARBARA A. BUTLER
6836 LENDON DR.
JACKSONVILLE, FLA.
AGE 16 - 32209

★CYNTHIA L. STEWART
715 SHINNERY
BROWNFIELD, TEXAS
AGE 13 - 79316

★REED RAMLON
132 ALABAMA DR.
JACKSONVILLE, ARK.
AGE 14 - 72076

★MICHAEL CALLAHAN
6802 NARROWS AVE
BK.YN, N.Y.
AGE 14 - 11220

★PAUL SEGARRA - 1302 DALMACIA ST. - PUERTO RICO - 00920 --- AGE 11
★ERNEST SKINNER - 2727 CONGRESS P'KWY - 1ST ST. - CHICAGO, ILL - 60612 -- AGE 14

1st PRIZE — $5.00

REPORTER
CHRISTY BOONE
17190 W. Deaner Rd.
Howard City, Mich. 49329

Dear Archie,

I want to tell everyone how great it is to be adopted into a family. My mom and dad [illegible] boys. [illegible]

I think it was great to be brought up with [illegible] when I was a year and a half old. I came [illegible] years old. The other two came from the state of Michigan.

Now all my brothers and sisters are married. [illegible] to school. I am now 14 and in the 9th grade.

• • •

2nd PRIZE — $3.00

REPORTER
KATHLEEN REED
4900 St. Charles Avenue
New Orleans, La. 70115

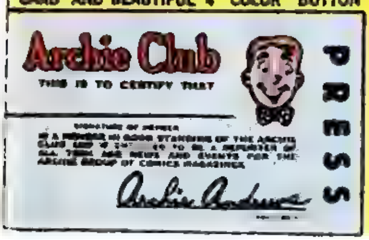
Dear Archie,

[illegible] New Orleans and here we have a holiday called "Mardi Gras". [illegible]

[illegible]

"Mardi Gras" [illegible] although it is celebrated differently.

EVERY MEMBER GETS THIS OFFICIAL PRESS CARD AND BEAUTIFUL 4 COLOR BUTTON



Be An **Archie Club** MEMBER

[illegible] Archie Series Comic! [illegible] the ARCHIE CLUB [illegible] official reporter [illegible] ARCHIE CLUB BUTTON and a handsome authentic ARCHIE REPORTER PRESS CARD!

Fill out this coupon now and mail it with 25c in coin (to cover cost of handling) to become an ARCHIE CLUB MEMBER and eligible to submit letters for cash prizes

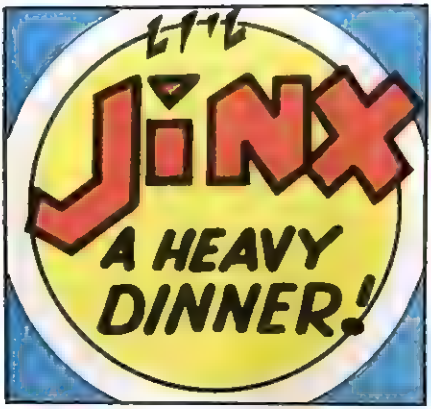
ARCHIE CLUB
[illegible] Avenue, New York, N.Y. 100[illegible]

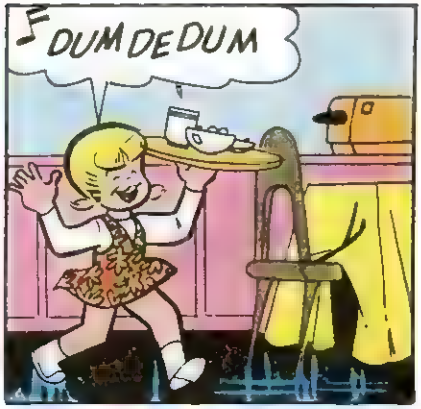
[illegible]

NAME ______ AGE ______

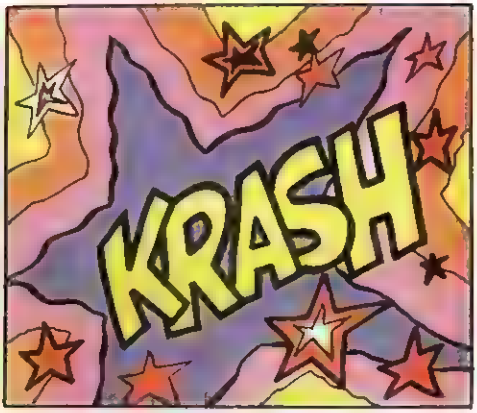
ADDRESS ______

CITY ______ STATE ______ ZIP CODE ______

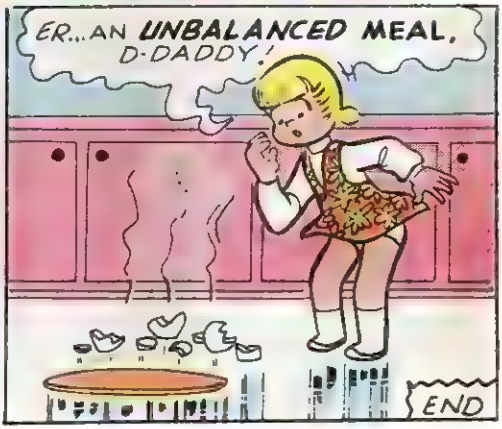

LI'L
JINX
A HEAVY DINNER!


DUM DE DUM

OOPS!


KRASH

WHAT WAS THAT, LI'L JINX?


ER... AN UNBALANCED MEAL, D-DADDY!
END

REWARD $11,750.00

FOR THIS COIN!

Illustrated: 1804 silver dollar — 19,000 minted, only 12 accounted for — where are the rest?

FOR CERTAIN COINS WE PAY UP TO:

CERTAIN

Gold Coins Before 1929	$35,000.00
Nickels Before 1945	$16,000.00
Silver Dollars Before 1936	$11,750.00
Half Dollars Before 1947	$5,500.00
Pennies Before 1919	$4,800.00
Dimes Before 1946	$4,750.00
Quarters Before 1941	$4,500.00
Half Cents Before 1910	$3,500.00
Lincoln Pennies Before 1940	$250.00

$500,000.00 SEARCH FOR RARE COINS! OLD AND NEW!

Stop spending valuable coins worth hundreds of dollars. New 1972 catalogue lists hundreds of coins we want to buy and gives the price range we will pay for these United States Coins. Certain half cent coins are worth up to $3,500.00 for Canadian Coins. Our valuable Coin Book may reward you many thousands of dollars. Coins do not have to be old to be valuable. Thousands of dollars have been paid for coins dated as recently as 1940 to 1956. Now you too can learn the rare dates and how to identify rare coins in your possession with our new **1972 catalogue.** A fortune may be waiting for you. Millions of Dollars have been paid for rare coins. **SEND YOUR ORDER FOR THIS VALUABLE COIN CATALOGUE NOW!** Hold on to your coins until you obtain our catalogue. Send $1.00 plus 25¢ postage and handling

BEST VALUES CO., COIN DEPT. C682.
160 AMHERST ST., East Orange, N.J. 07019

MAIL MONEY-SAVING NO-RISK FREE TRIAL COUPON NOW

BEST VALUES CO., COIN DEPT. C682
160 Amherst St.
East Orange, N.J. 07019

Rush your Latest 1972 Coin Catalogue listing the actual price range you will pay for United States Coins listed in the catalogue. I enclose $1. plus 25¢ postage and handling

Name .....

Address .....

City ..... State .....

YOUR MONEY WILL BE REFUNDED IN FULL IF YOU ARE NOT SATISFIED WITH THIS CATALOGUE

Jughead SCREEN SCENE

I SHALL PROVE TO YOU REPORTERS THAT OUR LATEST RELEASE WILL BE A **HUGE SUCCESS!**

SHLOCK STUD

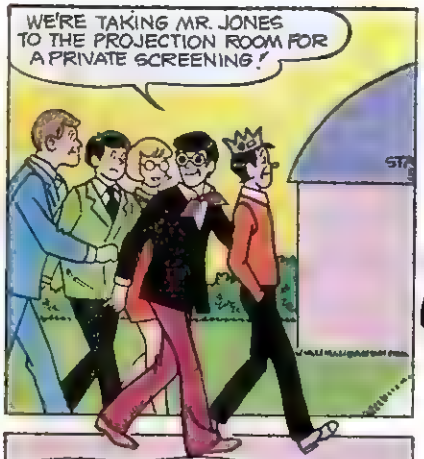
Nannette IN "CYCLE QUEEN"

MISS HOPKINS, SEND IN THAT **TYPICAL TEEN-AGER** WE FLEW IN FROM RIVERDALE!

JUGHEAD P. JONES WILL REVIEW OUR MOVIE!

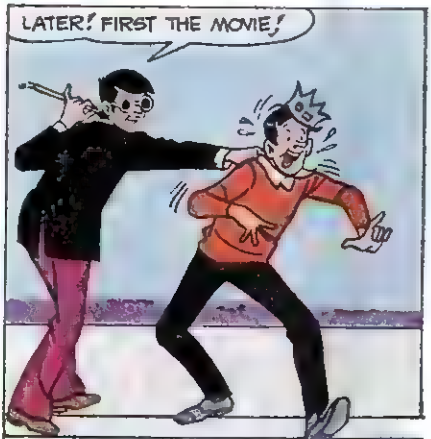
ARCHIE SERIES

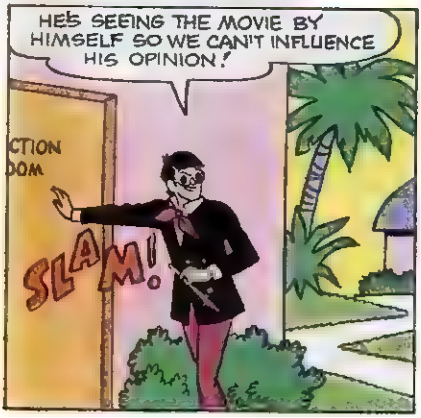
ONLY ARCHIE SERIES COMIC BOOKS CARRY THIS TRADE MARK!

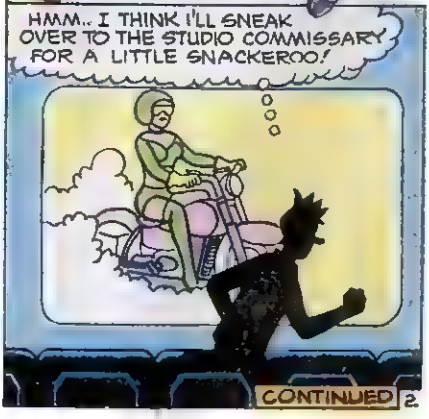

WE'RE TAKING MR. JONES TO THE PROJECTION ROOM FOR A PRIVATE SCREENING!

AFTER WHICH YOU REPORTERS MAY ASK HIM HIS OPINION OF THE MOVIE!
WHAT'S THAT?
STUDIO COMMISSARY

OH, THAT'S OUR STUDIO COMMISSARY..WHERE ALL THE ACTORS EAT!
THAT'S FOR ME!


LATER! FIRST THE MOVIE!


HE'S SEEING THE MOVIE BY HIMSELF SO WE CAN'T INFLUENCE HIS OPINION!
SLAM!


HMM.. I THINK I'LL SNEAK OVER TO THE STUDIO COMMISSARY FOR A LITTLE SNACKEROO!

CONTINUED

50 LITTLE DOLLS with CLOTHES

FOR ALL 50 — ALL FOR $1.00

Dolls that delight the heart of every child! Don't shake your head in disbelief! This is TRUE! For only 4 cents each you can give that little girl the most thrilling present of her life. This set of 50 DOLLS with clothes for all 50 dolls for only $1—2c A PIECE!

Baby Dolls—Nurse Dolls—Dancing Dolls
Costume Dolls—Ballerina Dolls—Mexican Dolls—Indian Dolls—Clown Dolls
Cowboy Dolls—Bride Dolls—Groom Dolls
and many more.

You get ballerina skirts, midi skirts, mini skirts, mini aprons, dresses, clown collars, coolie hats, mini ballerina skirts and mini coats.

The wonder of this unprecedented offer is that every doll is made from beautiful high-quality Styrene plastic and hard synthetic rubber. You get BABY DOLLS, NURSE DOLLS, DANCING DOLLS, FOREIGN DOLLS, CLOWN DOLLS, COWBOY DOLLS, BRIDE DOLLS and many more in lilliputian cuteness and clothes for each made of durable vinyl in a variety of designs! Your child will enjoy dressing up these dolls. Your daughter or your niece or the cute child next door will love you for this gift. She will play with them for months and not grow weary of them. What a family for a little girl! Just think of it—50 exquisite little dolls with clothes for each doll, in beautiful high-impact styrene plastic and hard synthetic rubber at this unbelievable price!

So fill out the coupon below. Order as many sets as you have little girls to give them to. Enclose $1.00 for each 50 doll set you order. And even at this amazing bargain you take no risk. If you don't go absolutely wild over this bargain, just send the Dolls and clothes back and we will promptly refund your money.

PALMER JONES CO. DOLL DEPT. 41
160 Amherst Street
East Orange, New Jersey 07019
Please ADD 50c FOR POSTAGE AND HANDLING PER SET

MAIL COUPON TODAY!

PALMER JONES CO., DOLL DEPT. 41
160 Amherst St., E. Orange, New Jersey 07019

Gentlemen:

I can't wait to see if these dolls are all you say they are. Enclosed please find $_____ in check ☐, money order ☐, cash ☐, for _____ set of 50 DOLLS with clothes for each at $1. per set. If I am disappointed in the slightest, I will send them back to you for refund as per your guarantee.

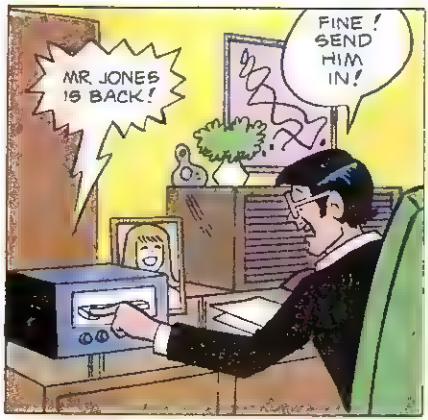
(Sorry No C O D)

Name _____

Address _____

City _____ Zone _____ State _____

Please ADD 50c FOR POSTAGE AND HANDLING PER SET


MR. JONES IS BACK!
FINE! SEND HIM IN!

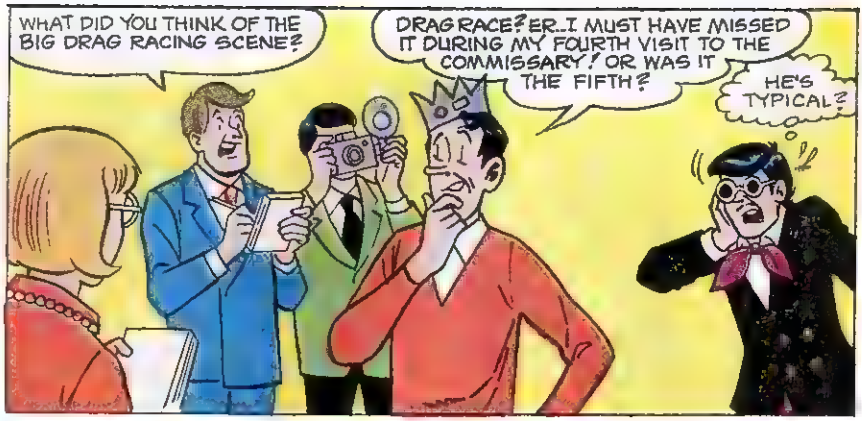
NOW, IN YOUR OWN TYPICAL TEEN AGE WORDS GIVE US YOUR TYPICAL TEEN AGE OPINION!

LIKE WOW, MAN! FANTASTIC! WILD! COOL! GROOVY!

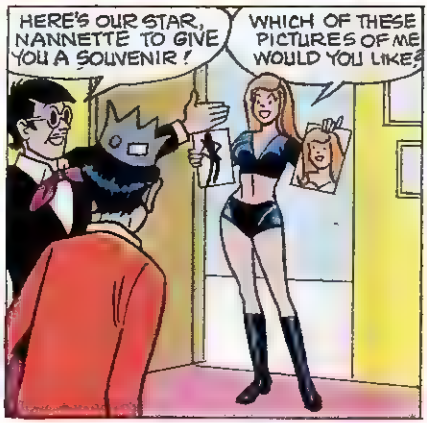
BEST BANANA CREAM PIE I EVER TASTED!

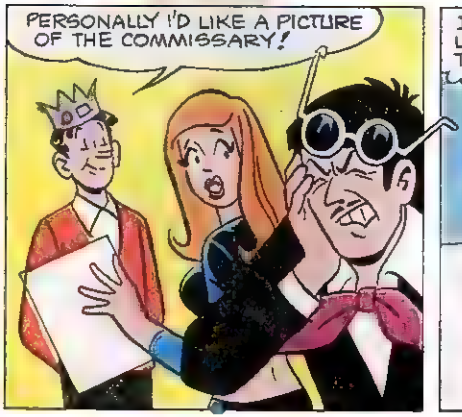
BANANA CREAM PIE? WHO CARES ABOUT PIE? WHAT ABOUT THE MOVIE?
MOVIE?

I'M TALKING ABOUT THE COMMISSARY!
NEVER MIND THE COMMISSARY, WHAT DID YOU THINK OF THE PICTURE?

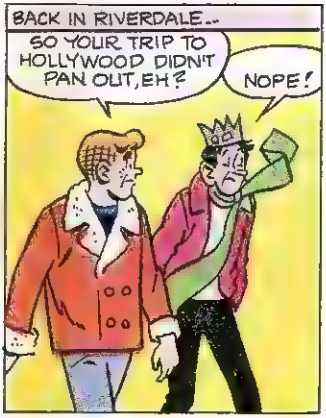

WHAT DID YOU THINK OF THE BIG DRAG RACING SCENE?
DRAG RACE? ER..I MUST HAVE MISSED IT DURING MY FOURTH VISIT TO THE COMMISSARY! OR WAS IT THE FIFTH?
HE'S TYPICAL?

HA! HA! THE "CYCLE QUEEN" LOST THE RACE TO A CREAM PIE!
THAT'S NOT FUNNY!


HERE'S OUR STAR, NANNETTE TO GIVE YOU A SOUVENIR!
WHICH OF THESE PICTURES OF ME WOULD YOU LIKE?


PERSONALLY I'D LIKE A PICTURE OF THE COMMISSARY!

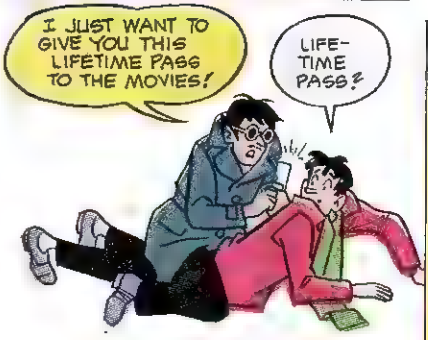
I THINK I'D BETTER LEAVE! I CAN'T STAND TO SEE A GROWN MAN CRY!
WHY ME? WHY?


BACK IN RIVERDALE...
SO YOUR TRIP TO HOLLYWOOD DIDN'T PAN OUT, EH?
NOPE!

NANNETTE CYCLE QUEEN
GULP! IT'S HIM AGAIN!

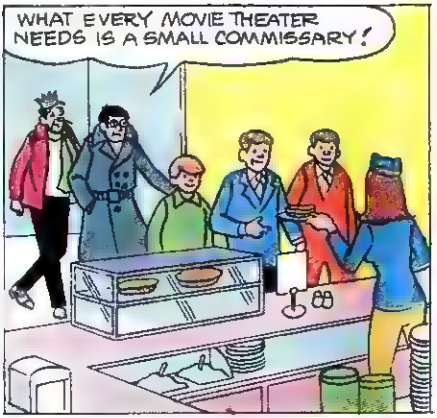
WAIT! I WANT TO SEE YOU!
WELL I DON'T WANT TO SEE YOU!

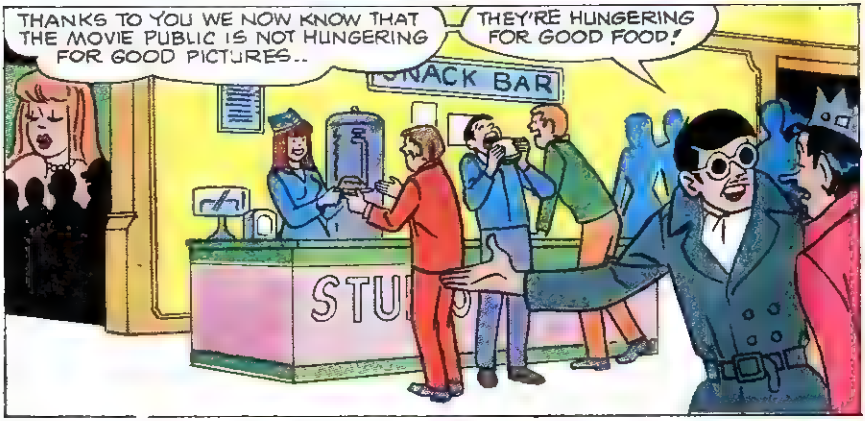
I'VE GOT SOMETHING FOR YOU!


I JUST WANT TO GIVE YOU THIS LIFETIME PASS TO THE MOVIES!
LIFE-TIME PASS?

WE REALIZED AFTER YOU LEFT THAT YOU HAD GIVEN US A GREAT IDEA!
I DID?

YOU MADE US REALIZE A SMALL POPCORN CANDY COUNTER WAS NOT SUFFICIENT!


WHAT EVERY MOVIE THEATER NEEDS IS A SMALL COMMISSARY!


THANKS TO YOU WE NOW KNOW THAT THE MOVIE PUBLIC IS NOT HUNGERING FOR GOOD PICTURES..
THEY'RE HUNGERING FOR GOOD FOOD!
SNACK BAR
STU

GEE, JUG! A LIFETIME PASS TO THEIR MOVIES! THAT'S GENEROUS!
THEY COULD HAVE DONE BETTER!

THEY COULD HAVE GIVEN ME A LIFETIME PASS TO THEIR NEW SNACK BAR!
END

Jughead Pin up

VERONICA SUEDE COAT - YELLOW FUR - RED PANELS, RED SLEEVES, RED CAP

You'll find one of these catalogs priceless

The others are merely FREE.

We're betting that you want a real chance to make good. Not another come-on. Not a lot of guff.

You're ready for the straight, hard facts. Just what it takes to get ahead today. Where the opportunities are. How you can prepare yourself.

You want the details on specialized training. How ICS stacks up against other home study schools, other kinds of training. How much it costs. What payment plans are available. In other words, all the facts.

Okay, we're putting up our entire selection of catalogs. No charge. No obligation.

Pick the field that interests you. We're betting you'll find in its catalog the key that can unlock your future, that can turn you on fast.

Call our bet. Mark and mail the coupon now!

This is one you can't lose. And you've got a whole future to win!

ACCOUNTING
Thirty-two pages of up-to-date information on job opportunities, home-study method. Details on the following programs:
Accounting (U.S.A.)
Accounting (Canadian)
Accounting for Business Programmers
Auditing
Business Law (U.S.A.)
Cost Accounting
CPA Review (U.S.A.)
General Accounting
Federal Tax (U.S.A.)
General Business Accounting
Junior Accounting
Office Accounting
Practical Accounting
Public Accounting
Small Business Accounting (U.S.A.)
Starting and Managing a Small Accounting Service (U.S.A.)

ARCHITECTURE and BUILDING
Complete information on this rewarding field in forty pages, with descriptions of these ICS programs:
Architectural Drawing and Designing
Architecture
Building Contractor
Building Estimator
Building Inspector
Building Maintenance
Carpenter-Builder
Carpentry and Millwork
House Planning and Interior Design
Mason
Painting Contractor
Reading Architects Blueprints

CIVIL ENGINEERING
Fact-filled thirty-eight page catalog guides you in selecting program of study in any one of these areas:

CIVIL ENGINEERING
Civil Engineering
Construction Eng'r'g Technician
Highway Eng'r'g Tech.
Principles of Surveying
Reading Highway Blueprints
Reading Structural Blueprints
Sanitary Engineering Technology
Sewage—Plant Operator
Structural Eng'r'g Tech.
Surveying and Mapping
Water-Works Operator

MATHEMATICS
Math and Mechanics for Engineers
Math and Physics for Engineers

BUSINESS
Modern fifty-two page catalog of job opportunities, training requirements in all phases of business. Courses covered:

BUSINESS
Advertising Acct. Exec.
Advertising Media
Advertising Copywriting
Advertising Production
Business Administration
Business Law
Canadian Business Course
Industrial Psychology
Basic Inventory Control
Managing a Small Store
Marketing Management
Marketing Research Management
Executive Management
Office Management
Production Management
Purchasing Agent
Retail Business Management
Retail Buyer
Systems and Procedures Analysis

BUSINESS: SALES
Real Estate Agent
Modern Salesman
Sales Manager

BUSINESS: SUPERVISION
Advanced Management
Basic Management
Industrial Foremanship Management
Industrial Supervision
Sales Management
Personnel—Labor Relations (U.S.A.)
General Supervision

TRAFFIC
Motor Traffic Management
Traffic Management

CHEMICAL
Forty-eight pages of authoritative advice on how to enter and advance in this vital field. Diploma programs of study outlined.

CHEMICAL
Chemical Analyst
Chemical Engineering
Chemical Laboratory Technician
Chemical Process Op.
Elements of Nuclear Energy
General Chemistry
Instrumental Laboratory Analysis

PETROLEUM
Natural Gas Production and Transmission
Oil Well Servicing
Petroleum Production Operator
Petroleum Production Field Tech
Petroleum Refinery Op.

PLASTICS
Plastics Technician

PULP AND PAPER
Paper Machine Operator
Paper Making
Pulp Making
Pulp & Paper Technician

ELECTRICAL
Up-to-date forty-eight page catalog on your future in this field, with complete descriptions of these diploma programs:
Electrical Engineering
– Electronics Option
– Power Option
Electrical Appliance Serv.
Electrical Contractor
Electrical Eng'r'g Tech.
Electrical Home Maint.
Electrical Instrumentation Technician
Electric Motor Repairman
Industrial Elec. Tech.
Industrial Electrician
Industrial Maintenance Electrician
Power Line Design and Construction
Power Plant Operator
– Hydro Option
– Steam Option
Practical Electrician
Utility Lineman
Reading Elec. Blueprints

ELECTRONICS
The most comprehensive catalog available anywhere on opportunities, requirements and training programs you need to move up fast in this skyrocketing field. Forty-eight illustrated pages with full facts on these diploma programs of study:
Cable TV Installer
Commercial Radio
Telephone License
1st Class
2nd Class
3rd Class
Electrical Engineering
– Electronics Option
Electronics Service Technician
Principles of Electronic Computers
General Electronics
Hi-Fi Stereo and Sound System Servicing
Industrial Electronics
Numerical Control Maintenance and Troubleshooting
TV and Radio Servicing
Solid State Electronics
Telephony

COMMERCIAL
Twenty-four pages on the fascinating world of business opportunities in the modern office. Courses include:
Clerk Typist
Secretary, Private
Secretary, Legal
Secretary, Medical
Secretary, Executive
Shorthand/Stenographer
Typewriting

MECHANICAL
Forty-eight pages of current information on opportunities in Mechanical Engineering with complete program description as follows:

MECHANICAL
Mechanical Engineering
Aircraft and Power Plant Mechanic
Principles of Hydraulic and Pneumatic Power
Industrial Engineering
Industrial Eng'r'g Tech.
Industrial Instrumentation
Machine Design
Quality Control
Safety Eng'r'g Tech.
Tool Design
Vibration Analysis and Control

PLUMBING, HEATING AND AIR CONDITIONING
Air Conditioning Estimator
Air Conditioning Maintenance
Domestic Heating with Gas and Oil
Heating & Air Conditioning with Drawing
Industrial Air Conditioning
Pipe Fitting Plumbing
Plumbing and Heating
Plumbing and Heating Est.
Practical Plumbing
Domestic, Commercial Refrigeration and Air Conditioning Serv.

HIGH SCHOOL
A must for the man or woman who wants to finish high school at home. Helps you select the right course, pinpoints value of ICS diploma.
High School Business
High School (Canadian)
High School General
High School Math.
High School Secretarial
High School Vocational
High School College Preparatory – Arts
High School College Prep – Engineering and Science
Preparatory Course for High School Equivalency Exam

COMPUTERS
Informs in twelve pages the part you can play in the new and ever changing world of computers. Details on these courses:
Fundamentals of Computer Programming
COBOL Programming
Fortran IV Programming
Introduction to Digital Computer Programming
Programming the IBM 1401 Computer
Introduction to System/360 Computer

DRAFTING
Thirty-six illustrated pages list opportunities, describe ICS method, outline following programs:
Aircraft Drafting
Architectural Drafting
Design Drafting
Drafting Technology
Electrical Drafting
Electronic Drafting
Introductory Mech. Drafting
Mechanical Drafting
Pressure Vessel and Tank Print Reading
Sheet Metal Layout
Structural Drafting

ENGLISH and WRITING
Valuable, little twelve-pager that discusses opportunities in Creative Writing. Full details on these courses:
Better Business Writing
English for Spanish (U.S.A.)
Free Lance Writing for Fun and Profit
Modern Letter Writing
Practical English
Reading Improvement
Short Story Writing

MACHINE SHOP PRACTICE
Thirty-six illustrated pages of facts and details related to the opportunities in this important field. Courses covered include:
Industrial Metallurgy
Mach. Shop Inspection
Mach. Shop Practice
Metallurgical Tech.
Reading Shop Blueprints
Tool & Die Maker
Tool and Die Foreman
Welding Foreman

TEXTILES
This highly specialized field offers rapid advancement to trained men and women. New twelve pager gives you all the facts on:
Carding and Spinning
Dyeing and Finishing
Loom Fixing
Textile Designing
Textile Mill Superintendent
Textile Mill Supervisor

ART
Tells you in thirty-two pages how to develop and market your talents. Fully describes ICS method. Programs outline:
Amateur Artist
Commercial Art
Cartooning
Illustrating
– Advertising Layout
Interior Decorating and Design
Oil Painting
Show Card and Sign Painting and Designing
Show Card Writing
Sign Painting and Designing
Sketching and Painting

AUTOMOTIVE
A thirty-two page gold mine of facts and figures on automotive servicing and repairs. Complete details on how to train for:
Automatic Transmission Specialist
Automobile Air Conditioning Specialist
Automobile Body Rebuilding & Refinishing
Automobile Engine Tune-Up
Automotive Mechanic
Automobile Master Mechanic
Automotive Diesel-Gas Mechanic

POWER ENGINEERING
Complete details in twenty-eight pages of new developments in Power Engineering, the opportunities these open to you and the training you'll need.
Boiler Inspector
Building Eng'r
Power Plant Engineering
Stationary Diesel Eng's (operation and maintenance)
Stationary Fireman
Stationary Steam Eng'r'g

APPROVED FOR VETERANS FOR TUITION REFUND
(G.I.'s qualify after 180 days active service)

Accredited member, National Home Study Council.

Easy pay-as-you-learn plan.

Special rates to members U.S. Armed Forces.

ICS International Correspondence Schools
Division of Intext

MAIL TO ICS, SCRANTON, PA. 18515

Canadian residents: Send coupon to Scranton. Our affiliate in Canada will reply. In Hawaii use P.O. Box 418, Honolulu

Please send me the free catalog I've checked below, plus "How to Succeed," and sample lesson.

- ☐ Accounting
- ☐ Arch. & Bldg.
- ☐ Civil Engineering
- ☐ Business
- ☐ Chemical
- ☐ Electrical
- ☐ Electronics
- ☐ Commercial
- ☐ Mechanical
- ☐ High School
- ☐ Computers
- ☐ Drafting
- ☐ English & Writing
- ☐ Machine Shop Practice
- ☐ Textiles
- ☐ Art
- ☐ Automotive
- ☐ Power Engineering

Mr.
Miss
Mrs. ______ Address ______ Apt. ______

City ______ State ______ Zip Code ______ Working Hours ______ A.M. to ______ P.M.

Occupation ______ Employed by ______ Age ______

Special rates to members of U.S. Armed Forces • Approved for veterans for tuition refund. 7525JA
Accredited Member National Home Study Council.

DO YOU NEED EXTRA MONEY?

NEW! FLOWERS IN-THE-ROUND ALL OCCASION ASSORTMENT 18 really deluxe large round cards. Excitingly different

It costs you nothing to try

NEW! THE SAFARI SET ALL OCCASION ASSORTMENT 10 heart-warming giant size jungle animal cards of unusual appeal So adorable

$100.00 IS YOURS

for selling only 100 boxes of our new Safari Set All Occasion assortment. You make $1.00 for selling 1 box, $2.00 for 2 boxes, $10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Greeting Cards. Cut out entire Business Reply Coupon below — mail it today — and we will send you immediately leading Greeting Card box assortments on approval – plus FREE Catalog of money-making Greeting Cards and Gifts. No experience necessary.

NEW! SUNNY SMILES-IN-THE-ROUND STATIONERY 24 sunshine color decorated large round sheets 24 blue envelopes Latest rage

NEW! LOVELY EVERYDAY GIFT WRAPPING ASSORTMENT 14 gay colorful large sheets Terrific

IT COSTS YOU NOTHING TO TRY

FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY

Last year some folks made only $25 to $50 while others made $150—$250—$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys greeting cards.

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW No Stamp Necessary

FREE 56 PAGE FULL COLOR CATALOG OF 300 CARD AND GIFT ITEMS

GUARANTEED TO CONSUMER BY PARENTS' MAGAZINE IF PRODUCT OR PERFORMANCE IS DEFECTIVE & REPORTED WITHIN 30 DAYS OF PURCHASE

CUT OUT ENTIRE BUSINESS REPLY ENVELOPE BELOW, FILL IN COUPON-ENVELOPE, FOLD OVER FIRMLY, SEAL (PASTE OR TAPE) AND MAIL TODAY – No Stamp Necessary

Cut Along Dotted Line

THIS ENTIRE FOLD-OVER COUPON FORMS A NO-POSTAGE-REQUIRED BUSINESS REPLY ENVELOPE

CHEERFUL CARD COMPANY, Dept. A-2
White Plains, New York 10606

YES, RUSH MY ALL OCCASION CARD SAMPLE KIT

I want to make extra money. Please rush me immediately your Safari Set All Occasion Greeting Card box assortment and other leading boxes on approval for 30 day free trial plus FREE 56-page Full Color Catalog of money-making Gifts and Cards and everything I need to start making money the day my sales kit arrives. As a Cheerful Dealer I will also be privileged to receive additional FREE money-making literature, catalogs, special offers and seasonal samples on approval as they become available.

Fill in your name and address below — No stamp necessary

Name _____ PLEASE PRINT

Address _____ Apt. No. _____

City _____ State _____ Zip Code _____

If writing for an organization, give its name here _____

DO NOT CUT HERE JUST FOLD OVER, SEAL AND MAIL THIS ENVELOPE—NO STAMP NECESSARY

No Postage Stamp Necessary If Mailed in the United States

Postage Will be Paid by Addressee

BUSINESS REPLY MAIL
First Class Permit No. 589, White Plains, New York

CHEERFUL CARD COMPANY
20 Bank Street
White Plains, New York 10606

Dept. A-2